WHAT IS CLAIMED IS:

1. A modular shelf assembly, comprising:

a plurality of vertical support members arranged so as to accept a pallet therebetween, each vertical support member comprising a plurality of vertical support member apertures configured to accept and releasably hold tabs inserted through the aperture; and

a pallet securing member comprising at least one pallet securing member tab releasably securable within a vertical support member aperture and a securing surface for retaining the pallet between the vertical support members.

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2. The modular shelf assembly of claim 1, further comprising:

a plurality of cross braces, each having a cross brace tab, the cross braces disposable between the vertical support members and securable to the vertical support members by inserting the cross brace tabs within the vertical support member apertures.

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- 3. The modular shelf assembly of claim 2, wherein the cross braces further comprise a surface for supporting shelving disposed thereon.
- 4. The modular shelf assembly of claim 3, wherein the cross braces are substantially L shaped in cross section.
 - 5. The modular shelf assembly of claim 1, further comprising a wheel disposed at a bottom portion of the vertical support member.

6. The modular shelf assembly of claim 1, further comprising a shear aperture, disposed in at least one vertical support member and at least one pallet securing member for accepting a pin to restrict motion between the vertical support member and the pallet securing member.

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- 7. The modular shelf assembly of claim 1, further comprising a fastening device, insertable through a vertical support member aperture and coupled to the pallet.
- 8. The modular shelf assembly of claim 1, wherein the vertical support members are L shaped in cross section.
 - 9. The modular shelf assembly of claim 1, wherein:

the vertical support member apertures each comprise a first aperture segment and a second aperture segment, the first aperture segment larger than the second aperture segment; and

the tabs include a head smaller than the first aperture segment and larger than the second aperture segment, and a shank smaller than the second aperture segment.

- 10. The modular shelf assembly of claim 9, wherein each aperture further comprises a third aperture segment, the third aperture segment smaller than the first aperture segment and disposed in a diametrically opposing relation to the second aperture segment.
 - 11. The modular shelf assembly of claim 9, wherein:

the vertical support members apertures comprise an upward oriented aperture for accepting and securing the pallet support member tabs and a downward oriented aperture for accepting and securing the cross member tabs.

- 12. The modular shelf assembly of claim 11, further comprising a strengthening segment disposed between the upward oriented aperture and the downward oriented aperture.
- 5 13. The modular shelf assembly of claim 1, wherein the pallet securing member is a right angle member including two tabs.
 - 14. The modular shelf assembly of claim 1, wherein the pallet securing member comprises a cleat.
 - 15. The modular shelf assembly of claim 1, further comprising:

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a pallet support member comprising a tab insertable into the vertical support member apertures, the pallet support member forming a cavity configured to receive a second pallet;

a plurality of second vertical support members disposed substantially longitudinally along the first vertical support members, arranged so as to releasably accept the second pallet therebetween, each vertical support member comprising a plurality of apertures disposed therethrough, wherein each aperture is configured to accept and releasably hold tabs inserted through the aperture; and

a second pallet securing member, comprising a tab releasably securable within a vertical support member aperture and a securing surface for restraining the pallet between the vertical support members.

16. A vertical support member for use with shelving and a pallet, comprising: a first aperture for securing tabs to the vertical support member, the first aperture having a first aperture segment and a second aperture segment of smaller cross section than the first aperture segment, wherein the first aperture segment is upwardly disposed from the second aperture segment; and

a second aperture for securing tabs to the vertical support member, the second aperture having a first aperture segment and a second aperture segment of smaller cross section than the first aperture segment, wherein the first aperture segment is downwardly disposed from the second aperture segment.

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- 17. The vertical support member of claim 16, wherein the vertical support member is L shaped in cross section.
- 18. The vertical support member of claim 16, further comprising a strengthening section disposed between the first aperture and the second aperture.

19. A method of creating modular transportable shelving, comprising the steps of:

placing a plurality of pallet securing members having pallet securing member tabs about the periphery of a pallet having corners so that the pallet securing member tabs face outward from a center of the pallet;

placing a vertical support member having a plurality of apertures at each corner of the pallet;

inserting the pallet securing tabs through the keyhole apertures;

applying downward pressure to each vertical support member so as to affix the keyhole apertures to the pallet securing tabs;

disposing a plurality of cross braces having cross brace tabs between the vertical support members,

coupling the cross braces to the vertical support members by inserting the cross member tabs in the vertical support member apertures;

securing the cross member braces to the vertical support members by applying downward force on the cross member braces; and

placing shelving between the vertical support members and upon the cross member braces.

20. The method of claim 19, wherein:

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the vertical support member apertures comprise at least one upward oriented keyhole aperture and at least one downward oriented keyhole aperture;

the pallet securing tabs are inserted into the upward oriented keyhole apertures; and

25 the cross braces are inserted into the downward oriented keyhole apertures.